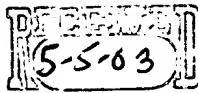


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Attorney Docket No. PD-990193  
Customer No. 020991

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Finseth et al.

U.S. Serial No. : 09/532,755

Filed : March 22, 2000

Title : Method and Apparatus for  
Transmission Receipt and  
Display of Advertisements

Art Unit : 2611

Examiner : Jason Chung

) I hereby certify that this paper is  
) being deposited via facsimile  
) transmittal to the Examiner Andrew  
) Faile and to: Commissioner for  
) Patents, Washington, D.C. 20231 on  
) this date via phone no. (703) 305-  
) 4380:

) Dated: May 5, 2003  
) May 5, 2003

) Georgann S. Grunebach  
) Georgann S. Grunebach  
) Registration No. 33,179

#6/a  
W. J. J. J.  
5/14/03

**RESPONSE TO THE OFFICE ACTION DATED FEBRUARY 3, 2003**

Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

In response to the Office action dated February 3, 2003, please enter the following amendments and consider the accompanying remarks.

**In the Specification:**

Please replace the paragraph at page 5, lines 24-28 with the following rewritten paragraph.

--Receiver stations 34 receive and process the signals transmitted by satellite 32.

Receiver stations 34 include hardware and software for separating the electronic program guide data and advertising data from the received signals, and processing both the electronic program guide data and the advertising data. Receiver stations 34 are described in further detail below with respect to FIG. 3.--

**In the Claims:**

Please cancel claims 2, 6, 15, 20-25, 44, 47 and 48 without prejudice.

Please amend claims 1, 3-5, 7-14, 16-19, 26, 45, 49 and 52 as follows.